

PUBLIC HEALTH

AN ESSENTIAL PARTNER IN THE FORMATION AND OPERATION OF AN INTEGRATED HEALTH CARE DELIVERY SYSTEM IN IOWA

STRENGTHS (WHAT DOES PUBLIC HEALTH BRING TO THE TABLE?)

- Knowledge of Community/populations
- Knowledge of Population Based Services and the prevention of chronic disease
- Knowledge and Experience with Care Coordination
- Knowledge of Personal Health Services that prevent/delay hospitalizations and long term care

WEAKNESSES (WHAT ARE THE CHALLENGES FOR PUBLIC HEALTH?)

- Lack of knowledge/awareness of what public health does – Policy makers, funders and community
- Significant differences in public health services exist from one community (county) to another
- Lack of integrated data system to measure outcomes of population health/what public health does for the community.
- Funding to support public health is often siloed/lacks flexibility to meet community needs and results in fragmentation

OPPORTUNITIES (INVESTING IN A HEALTHIER FUTURE – FOR IOWA'S PUBLIC HEALTH SYSTEM AND FOR IOWANS!)

- Focus will shift to investing/delivering population-based services that reduce the prevalence of chronic diseases (primary prevention, health promotion, access to care, chronic disease prevention and management)
- Expand and strengthen collaboration and partnerships – public and private
- Community-centeredness – building the committed engagement of the public, communities and stakeholders at all levels (*health in all policies*)
- Develop and implement effective measures of population health
- Realign funding to support coordination and sustainability

Public health.....

- In partnership with primary care, *"can contribute to shifting the cost curve – preventing more Iowans from developing chronic conditions in the first place!"*
- Is poised to play an even larger role in making sure the well stay that way – and that those likely to become ill are helped quickly, competently and purposefully.

Public Health affects the fundamentals of where and how Iowans live, learn, work, and play!